

NIELSEN DATA FOR YE92

NIELSEN DATA
FILE NAME: NIEL.EARN
TOTAL U.S.

	NOV 1991 YTD ENDING NOV 1991 UNITS SOLD (000)	NOV 1992 YTD ENDING NOV 1992 UNITS SOLD (000)	% CHG VS YR AGO UNITS SOLD (000)	DEC 1990 YEAR UNITS SOLD (000)	DEC 1991 YEAR UNITS SOLD (000)	% CH VS YR AGO UNITS SOLD (000)	NOV 1991 SHARE UNITS SOLD (000)	NOV 1992 SHARE UNITS SOLD (000)	DEC 1990 SHARE UNITS SOLD (000)	DEC 1991 SHARE UNITS SOLD (000)
PHILIP MORRIS	155204353	156773045	1.01	168122469	168843144	0.43	42.51	42.82	41.39	42.49
P.M. DISCOUNT CAT	25313916	31610677	24.87	19350613	27813243	43.73	6.93	8.63	4.76	7.00
P.M. PREMIUM	129890437	125162367	-3.64	148771856	141029901	-5.20	35.58	34.19	36.63	35.49
RJR PREMIUM	80947915	74219531	-8.31	100236880	87917294	-12.29	22.17	20.27	24.68	22.13
B + W PREMIUM	21117619	18474082	-12.52	26166815	22905466	-12.46	5.78	5.05	6.44	5.76
AMERICAN PREMIUM	16768388	14376322	-14.27	21018247	18178823	-13.51	4.59	3.93	5.17	4.58
LORILLARD PREMIUM	24960785	23652887	-5.24	29489647	27117036	-8.05	6.84	6.46	7.26	6.82
LIGGETT PREMIUM	3901301	3500513	-10.27	4819227	4237882	-12.06	1.07	0.96	1.19	1.07
R. J. REYNOLDS	106247710	110071850	3.60	124347246	115844439	-6.84	29.10	30.07	30.62	29.15
AMERICAN BRANDS	27822654	25316817	-9.01	28841923	30273073	4.96	7.62	6.92	7.10	7.62
BROWN + WILLIAMSON	37418515	37926348	1.36	40738234	40743551	0.01	10.25	10.36	10.03	10.25
LIGGETT GROUP	12877012	11044287	-14.23	14191656	13960716	-1.63	3.53	3.02	3.49	3.51
LORILLARD	25412121	24812349	-2.36	29851748	27595329	-7.56	6.96	6.78	7.35	6.94
TOT MARLBORO	88561879	86346910	-2.50	98597506	96182766	-2.45	24.26	23.59	24.28	24.21
P.M. PREMIUM < MRL	41328558	38815457	-6.08	50174349	44847135	-10.62	11.32	10.60	12.35	11.29
5 COMPANY PREM CAT	147696008	134223335	-9.12	181730816	160356501	-11.76	40.46	36.66	44.74	40.36
TOT PREMIUM	277667684	259526730	-6.53	330568656	301475701	-8.80	76.06	70.89	81.39	75.87